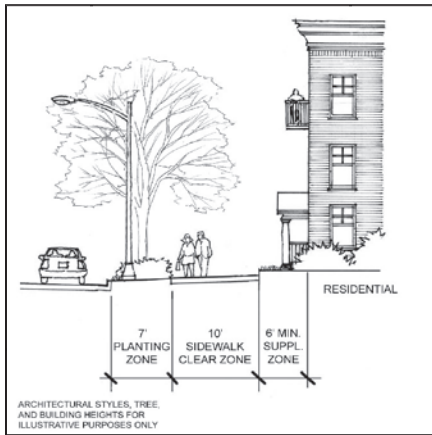
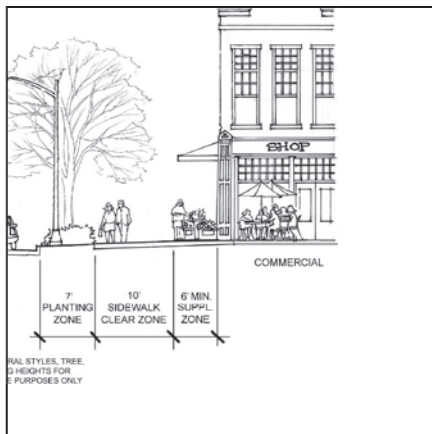


**Figure 3.30:** Residential streetscape north of Starbucks



**Figure 3.31:** Residential streetscape south of DeKalb Avenue



**Figure 3.32:** Non-residential streetscape south of DeKalb Avenue

*zoning-required sidewalks clear zones located on private property to be blocked by driveway ramps, stairs, fences and other such elements.*

- Require new sidewalks to be 35 PSI broom finished concrete with standard expansion joints not exceeding 20 feet on center and crack control joints 5 feet on center.
- Utilize pedestrian countdown signals at all signalized crossings.
- Establish new streetscapes with redevelopment north of Starbucks (just north of Mansfield Avenue), which include a 5 foot street furniture and tree planting zone, a 10 foot clear zone and a minimum 6 foot landscaped supplemental zone adjacent to sidewalk level residential.
- Establish new streetscapes with redevelopment south of DeKalb Avenue, which include a 7 foot street furniture and tree planting zone, a 10 foot clear zone and a minimum 6 foot landscaped supplemental zone adjacent to sidewalk level residential.
- Establish new streetscapes with redevelopment south of DeKalb Avenue, which includes a 7 foot street furniture and tree planting zone, a 10 foot sidewalk clear zone and a minimum 6 foot landscaped supplemental zone adjacent to sidewalk level non-residential.
- Require sidewalks with redevelopment in Little Five Points to meet Neighborhood Commercial zoning requirements.
- Provide a protected pedestrian walk phase or leading phase at signalized intersections.
- Enforce current requirements for owners to maintain the sidewalks in front of their property.
- Utilize two sidewalk ramps at intersection corners.

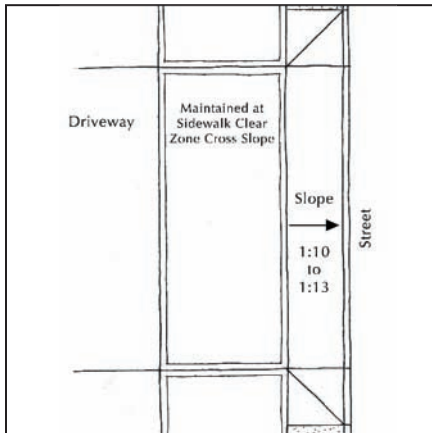
*Ramps should direct pedestrians to crosswalks. This can only be achieved by providing two ramps per corner. When only one ramp is provided pedestrians are pointed towards the middle of the intersection.*

### **Pedestrian Projects**

- Repair high priority sidewalks including Euclid Avenue in Little Five Points, LaFrance Street, and Oakdale Road from McLendon to DeKalb Avenues. (MT-17, MT-20, MT-18)
- Build a sidewalk from Inman Park/Reynoldstown MARTA station to Euclid Avenue east of the PATH trail. (MT-19)
- Restripe all crosswalks and add pedestrian crossing signs to



Highly visible Duratherm crosswalks were used in this San Diego intersection (photo courtesy StreetPrint Decorative Asphalt Solutions)



Sidewalk clear zones must maintain a consistent cross slope, even at driveways



A hybrid light with street and pedestrian luminaires is encouraged

alert drivers prior to implementing the streetscape. (MT-45)

- Implement a corridor-wide streetscape in existing right-of-way. (MT-1, MT-2, MT-3)

*The existing right-of-way is 7 to 10 feet per side in most areas. Within this area a streetscape project should be undertaken which includes street trees in a minimum four feet wide unpaved street furniture and tree planting zone adjacent to the curb, hybrid pedestrian/roadway lighting, new plane concrete sidewalks, crosswalk upgrades, buried utilities, signal mast arms, and curb cut consolidations.*

*New crosswalks should be highly visible. The State Materials and Research Engineer has recommended approval of the street pavement texturing system Duratherm. This product is recommended for Moreland Avenue.*

- Install facilities on I-20 ramps to improve pedestrian safety along Moreland Avenue. (MT-24)

*Traffic appears to exit the ramps at higher speeds than what is posted. This creates an undesirable situation for pedestrians. Options that can be considered for alerting motorists are to install over-sized "State Law Stop for Pedestrian in Crosswalk" signs and possibly rumble strips. A median in existing unused areas could also help. The City should coordinate with GDOT to explore opportunities to install over-sized pedestrian warning signs, enhanced crosswalk markings, and possibly rumble strips.*

- Develop a six feet wide cantilever pedestrian way on both sides of the bridge over I-20. (MT-4)

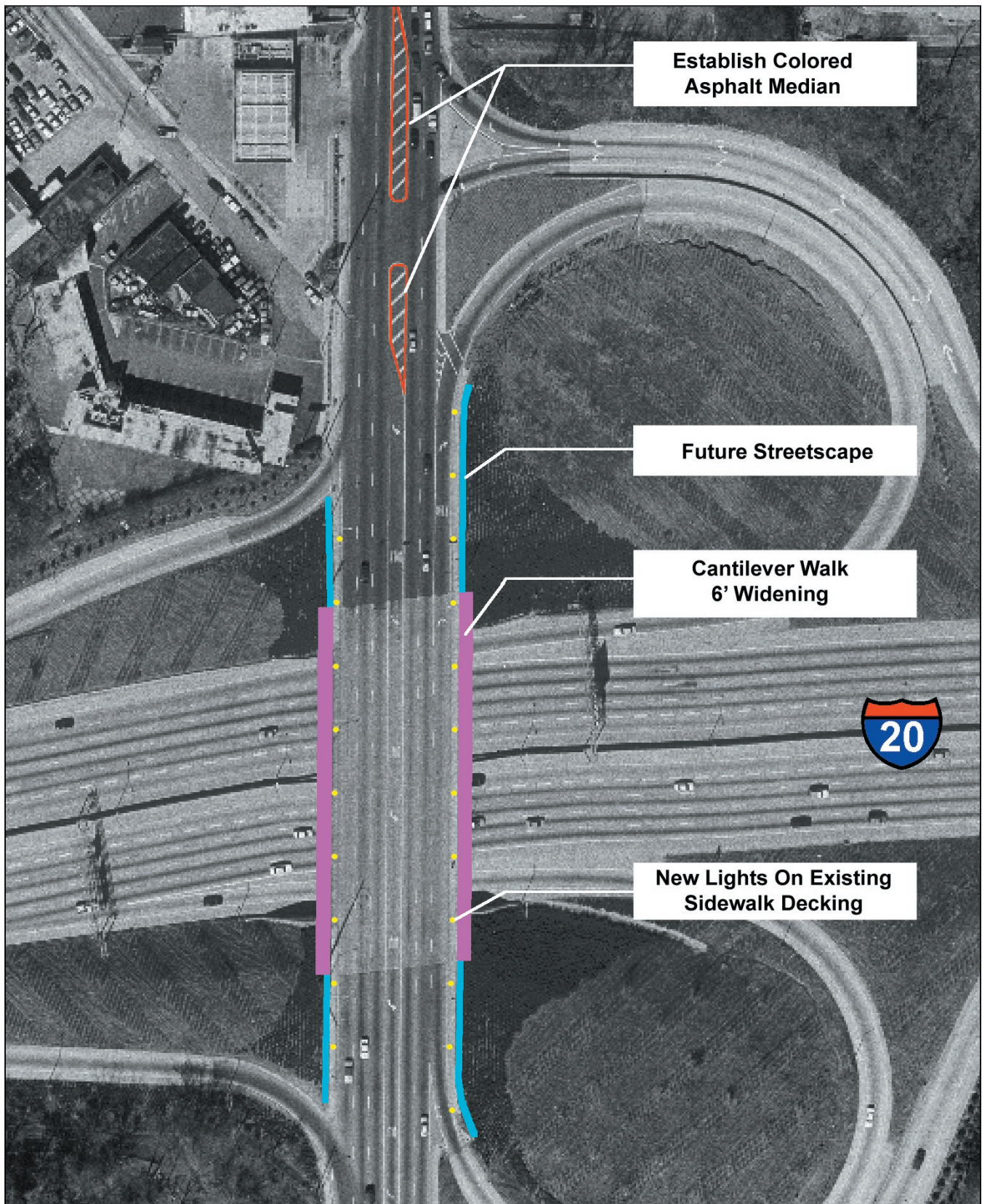
*The Moreland Avenue Bridge over I-20 is a critical piece of the pedestrian transportation network. Today, however, it is very pedestrian hostile. The bridge could be widened by installing a six foot wide pedestrian cantilever on both sides. Existing railings could be removed, and current sidewalk areas on the bridge decking could be used for lights and trees in planters.*

- Install a wayfinding system from the Inman Park/Reynoldstown MARTA station to Little Five Points. (MT-36)

*This could include a line painted on the sidewalk, inlaid special pavers, or inlaid plaques. Regardless, said improvement should be compatible with the primarily residential character along the route.*

- Implement the planned at-grade Freedom Parkway crossing on Moreland Avenue. (MT-33)



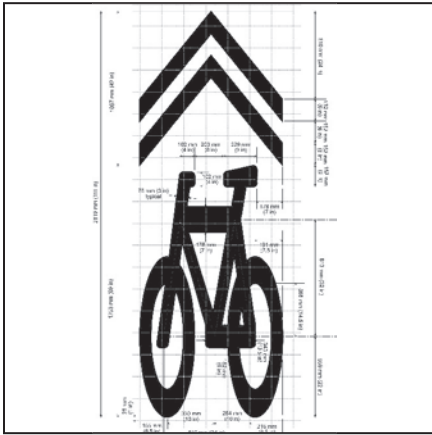


**Figure 3.33:** Proposed pedestrian improvements at Moreland Avenue and I-20





*Bike lockers provide total protection for bicycles and are desirable for locations where bikes will be stored for more than a few hours*



*When bike lanes can't be installed, shared lane markings could be used to notify drivers that bicyclist also have the right-of-way*



*Bicycle-friendliness is a long term goal for Moreland Avenue*

## Bicycle Recommendations

### Bicycle Policies

- Require bike racks in new residential developments.
- Enforce current requirements for bicycle racks in commercial developments.
- Support efforts to build a multi-use trail on Arkwright Place.
- Continue to implement the Atlanta Commuter On-street Bike Plan.

### Bicycle Projects

- Provide bike lockers at the Inman Park/Reynoldstown and Edgewood/Candler Park MARTA stations. (MT-35)
- Install bike lanes on Moreland Avenue between McLendon Avenue and the DeKalb Avenue bridge. (MT-5)

*Reduce the roadway to two lanes in both directions with a center left turn lane. Use remaining space for bike lanes.*

- Study the feasibility of a multi-use trail from DeKalb Place to Hurt Street along the south side of DeKalb Avenue. (MT-47)
- Implement the planned at-grade Freedom Parkway crossing on Moreland Avenue. (MT-33)
- Periodically study options for continuous bike lanes along Moreland Avenue. (MT-46)

*Given current traffic volumes, transportation priorities and roadway design standards, bike lanes are not feasible for the length of Moreland Avenue. But they could be provided in the future if state transportation policies and priorities change.*

*North of McLendon Avenue a road reduction from four to two lanes with a center turn lane and bike lanes could be achieved.*

*Adjacent to the Edgewood Retail District opportunities could include narrowing the sidewalk to allow bike lanes, narrowing travel lanes to create a bikeable shoulder, or widening the street (as part of redevelopment) for bike lanes.*

*South of Hardee Street the proposed median/turn lane could be removed and bike lanes installed. At intersections where left turns are necessary, bicyclists would operate in the lane with traffic, as they should do at such locations.*

*At Memorial Drive lanes could be narrowed and a bikeable shoulder provided.*

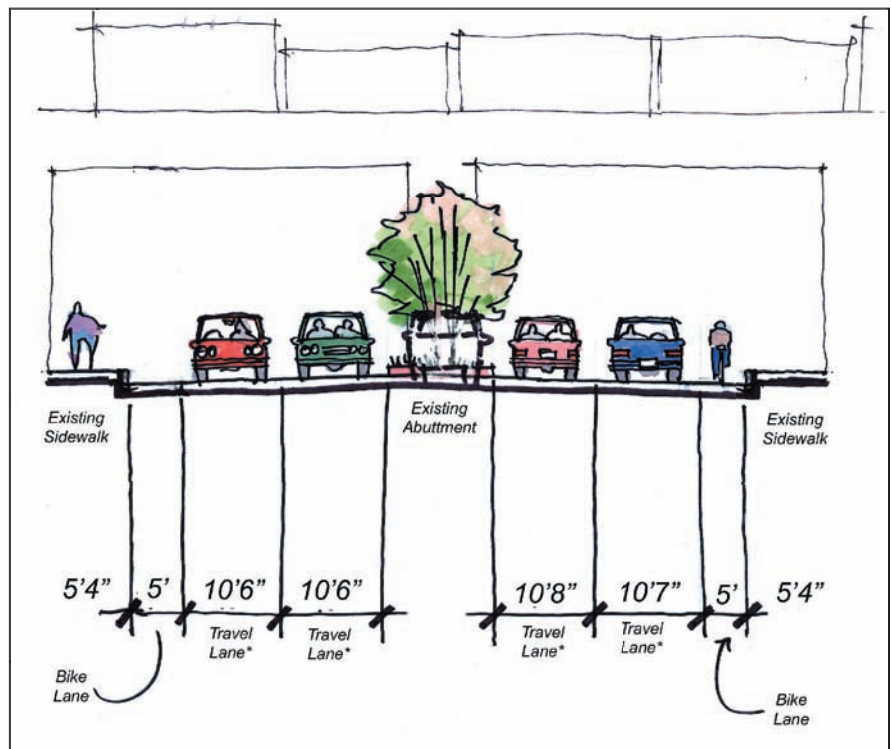


**Figure 3.34:** Proposed pedestrian improvements at Moreland Avenue and I-20

- Install bicycle lanes at the DeKalb Avenue underpass by re-striping lanes. (MT-6)
- Install bike lanes on the eastern leg of the jug-handle.  
*See Traffic System Recommendations for details.*
- Implement bicycle lanes on the Moreland Avenue bridge over I-20. (MT-48)

*The I-20 bridge is a critical north/south connection for cyclists, yet it is currently hostile. Bicyclists wishing to avoid the it must go more than one mile out of their way to either William Kennedy Way or Maynard Terrace. The current bridge roadway is 88 feet from curb to curb, including, from west to east: one 14 foot southbound lane; two 12 foot southbound lanes; one 12 foot turn lane; two northbound 12 foot lanes; and one 14 foot northbound exit/entrance lane.*

*Bicycle lanes could be achieved by reducing travel lanes to an 11 foot width - an acceptable width for urban arterials. From west to east the revised section would include: one 5 foot southbound bike lane; three 11 foot southbound lanes; one 11 foot turn lane, two 11 foot northbound lanes, one 5 foot northbound bike lane, and one 12 foot northbound exit/entrance ramp. Appropriate transitions of cyclists into travel lanes would need to be provided north and south of this segment.*



**Figure 3.35:** Graphic showing how bike lanes can be accommodated under the DeKalb Avenue underpass





*Moreland Avenue today is marked by a neglected public realm; this must change*



*The Edgewood Retail District will introduce the idea of living over retail to Caroline Street (image courtesy The Sembler Company)*

## Land Use Recommendations

Moreland Avenue was historically defined as a mixed-use corridor featuring nodes of commercial uses separated by areas of single-family residential. This pattern should serve as the foundation for future development, with a general decrease in density and building scale as the distance from the MARTA stations increases.

Regardless of scale, future land uses should be more pedestrian-oriented and urban than the auto-oriented, suburban-style land uses found along much of the corridor today. They should also be planned to avoid negative impacts on neighborhoods and historic resources.

Due to the length of the avenue, land use recommendations are divided into sectors.

### Corridor-wide Recommendations

#### **Land Use Policies**

- Preserve neighborhoods and protect them from inappropriate commercial and multifamily encroachment.
- Preserve historic resources.  
*Please see Urban Design & Historic Resources Recommendations for buildings that should be preserved.*
- Preserve civic, religious and residential land uses.
- Recognize that some auto-oriented uses are appropriate for the avenue, but their form must be pedestrian-oriented.
- Support a range of housing options along the avenue for those of different ages, incomes and lifestyles.
- Concentrate commercial and mixed-uses to nodes.
- Require new development, regardless of use, to be pedestrian-oriented.
- Amend the City of Atlanta 15 Year Future Land Use Plan to support the land uses recommendations contained herein. (MO-1)
- Rezone portions of the corridor to support the recommendations contained herein. (MO-2)



*Recent development along North Avenue has respected the North Sector's historic character*

### North Sector (Ponce de Leon Avenue to Mansfield Avenue)

The North Sector should be protected as a residential area.

#### **Land Use Policies**

- Reinforce an open space nodes at Freedom Parkway.
- Protect the residential character of the sector.
- Limit building height to 3 stories or 35 feet.
- Protect the historic Druid Hills neighborhood.
- Retain the gas station at Moreland Avenue, but support its redevelopment to a pedestrian-friendly model.
- Protect the historic neighborhood commercial character along Highland Avenue within the Poncey-Highland neighborhood.



*New Moreland Avenue townhomes*

#### **Legend**

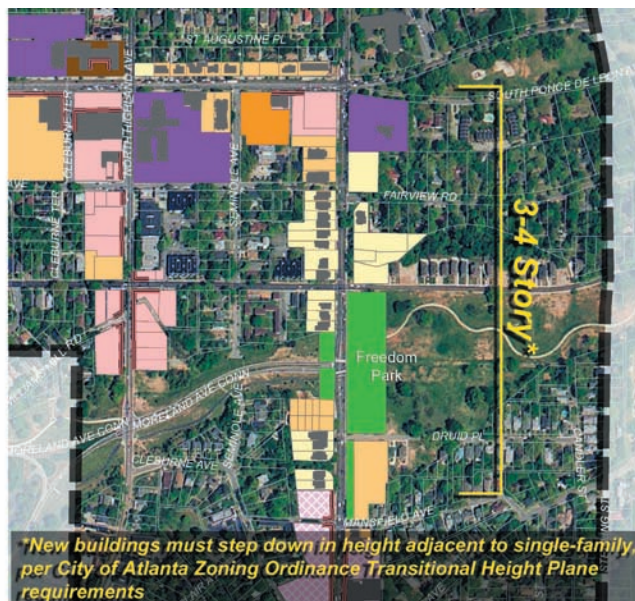
Preserved or Rehabilitated Structures

#### **Proposed Primary Building Use**

- Single-Family Residential
- Low-rise Multifamily (2-4 Stories)
- Mid-Rise Multifamily (5-7 Stories)
- High-Rise Multifamily (8+ Stories)
- Low-Rise Mixed-Use (2-4 Stories)
- Mid-Rise Mixed-Use (5-7 Stories)
- High-Rise Mixed Use (8+ Stories)
- Low-rise Commercial (2-4 Stories)
- High-rise Commercial (8+ Stories)
- Institutional/Civic
- Open Space
- Industrial

#### **Frontage Type**

- Retail
- Live/Work



**Figure 3.36:** North Sector Recommended Land Use Map





Photo manipulation showing potential new development in Little Five Points



Edgewood Retail District (image courtesy The Sembler Company)

### Central Sector (Mansfield Avenue to Hardee Street)

The Central Sector should be preserved as a core commercial area of Moreland Avenue. Residential uses should also increase by redeveloping under-utilized auto-oriented properties.

#### **Land Use Policies**

- Reinforce mixed-use nodes at:
  - Little Five Points
  - Caroline Street/Seaboard Avenue
- Preserve homes in the Inman Park Historic District on Moreland Avenue.
- Preserve historic commercial buildings in Little Five Points.
- Retain existing auto-oriented buildings, but ensure that any redevelopment has a pedestrian-friendly, urban form.

*Certain auto-oriented buildings in Little Five Points create a unique character for the area and should be celebrated as distinct. However, if redeveloped, the development must take a pedestrian-friendly form.*

- Limit buildings to 3 stories or 35 feet in Little Five Points.
- Support 4 to 6 story mixed-use or multifamily buildings on Brantley Street.
- Retain one gas station, but support redevelopment into a pedestrian-friendly model.
- Encourage housing above existing shops on Euclid Avenue.

**Figure 3.37: Central Sector Recommended Land Use**

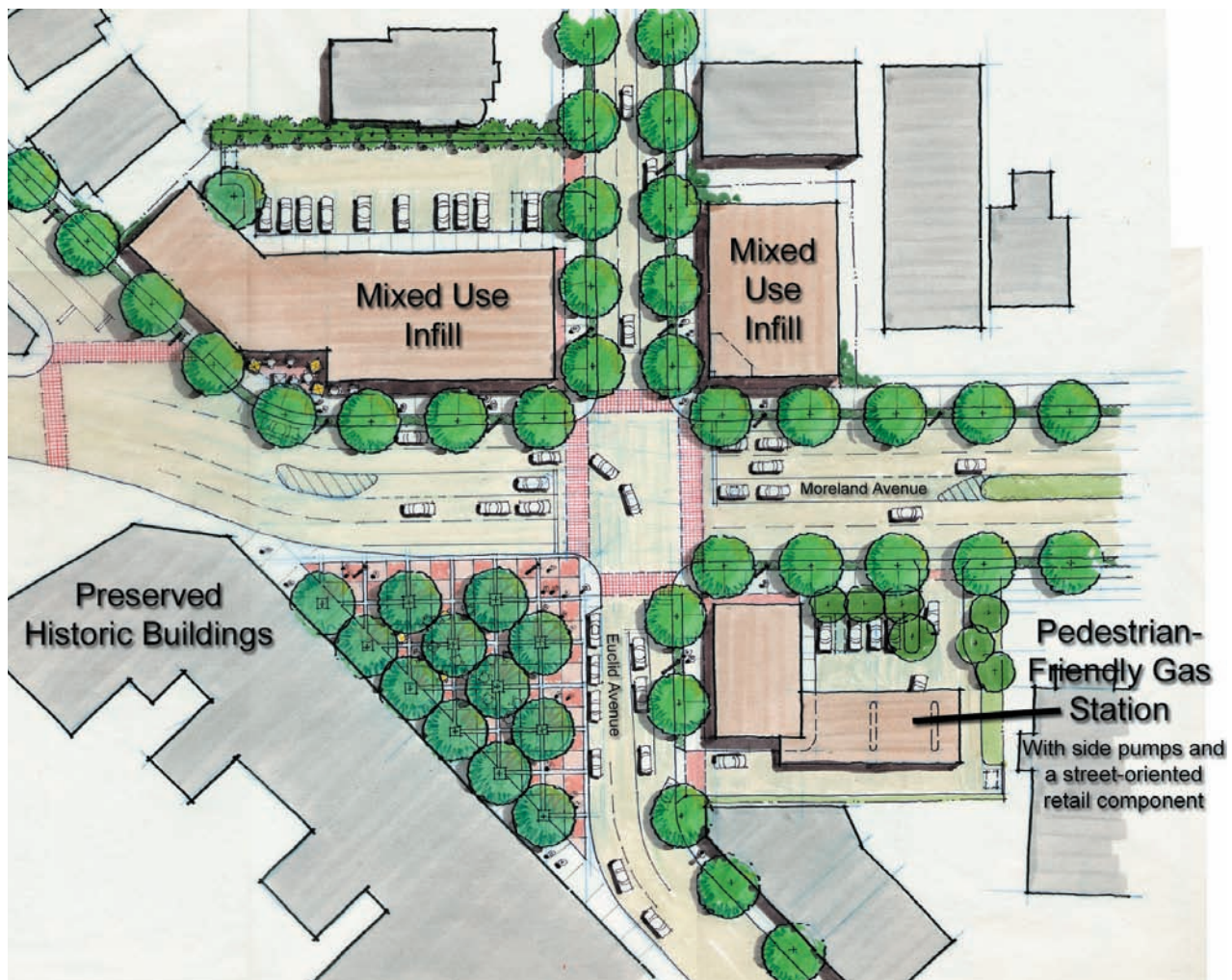




### Moreland Avenue at Euclid/McLendon Avenues Concept Plan

*The intersection of Moreland Avenue with Euclid and McLendon Avenues represents the core of Little Five Points. While certainly one of the areas of highest pedestrian activity in Atlanta, it could be improved from a pedestrian and urban design point of view. Most notably, the existing plaza turns its back on Moreland Avenue due to the pedestrian-hostility of the current roadway. Furthermore, while buildings immediately adjacent to the plaza define and enrich it as a civic space, the buildings across Moreland and Euclid Avenues are single-story, auto-oriented buildings that have no formal relationship to the space.*

*The community desires to enhance this important intersection as a celebration of Little Five Points and the value of the public realm. The concept plan below shows how, over the long-term, new development across Moreland and Euclid Avenues could front the street with mixed-use buildings and transform the plaza into an outdoor room. Geometric changes to the roadway itself could also make it more pedestrian friendly, while the plaza could be redesigned to embrace Moreland Avenue, rather than fronting it with a barrier or landscaping.*



**Figure 3.38:** Moreland Avenue at Euclid Avenue concept plan





*Live/work units are homes with a commercial component at street level for use by the homeowner*



*This unused parking lot on the south side of the Inman Park/Reynoldstown station should be developed into townhomes*

### Moreland LCI Area (MARTA station vicinities)

The land use plan for the Moreland LCI Study Area calls for developing higher density housing near MARTA stations.

#### **Land Use Policies**

- Reinforce mixed-use nodes at:
  - The south side of the Edgewood/Candler Park station
  - Edgewood Avenue and Hurt Street
- Support 2 to 3 story or 35 feet high primarily residential uses on east DeKalb Avenue.
- Support 2 to 3 story or 35 feet high multifamily uses on west Dekalb Avenue.
- Support lining Seaboard Avenue with 4 to 6 story or 80 feet high multifamily or live/work uses.
- Support a 4 to 6 story or 80 feet high multifamily area on the south side of the Edgewood/Candler Park station.
- Support a 2 to 3 story, neighborhood-scale residential uses on the north side of the Edgewood/Candler Park station, with up to 6 stories fronting DeKalb Avenue.
- Support efforts by the Candler Park Neighborhood Organization to identify a long-term land use and zoning vision for their neighborhood.

#### **Land Use Projects**

- Issue a Request for Proposals (RFP) to develop on the south side of Edgewood/Candler Park station. (MO-7)
- Issue an RFP to develop on the south side of the Inman Park/Reynoldstown station, on the parking lot. (MO-8)

**Figure 3.39: Moreland LCI Recommended Land Use Map**







*Pent Manor is a townhome development at 142 Moreland Avenue (image courtesy Converge Real Estate, LLC)*



*Buildings like these could anchor nodes*

### South Sector (Hardee Street to I-20)

The South Sector of Moreland Avenue includes the area between the Edgewood Retail District and I-20. Recommendations in this area should strength existing commercial nodes and create a greater density of residential between when the area is redeveloped.

#### **Land Use Policies**

- Reinforce mixed-use nodes at:
  - Wylie Street
  - Memorial Drive/I-20
- Locate 3 to 4 story or 52 feet high townhome and multifamily uses between nodes.
- Allow limited live/work uses in the multifamily areas, but not exclusively commercial uses.

#### **Land Use Projects**

- Establish a pocket park in the Reynoldstown neighborhood at 210 and 214 Flat Shoals Avenue. (MO-10, MO-11)
- Establish a pocket park in the Reynoldstown neighborhood at 1129 Memorial Drive and the property behind it. (MO-12, MO-14)



**Figure 3.40:**  
South Sector Recommended Land Use Map



*Resetting the curb and milling the street will prevent the sidewalk from flooding*

## Environment, Infrastructure, and Facilities

The overall goals for Moreland Avenue include ensuring adequate infrastructure to support future development, creating a safe environment for residents and visitors, and increasing green space.

### **Environment, Infrastructure, and Facilities Policies**

- Require new development to bury utilities, unless economically prohibitive.

*The planned streetscape includes buried utilities. Private sector development prior to the streetscape project should reflect this. If utilities cannot be buried due to cost, all developments must include three buried conduits under the sidewalk for future corridor-wide buried utilities and front-loaded electrical meters and building access. This will allow underground utilities to be installed without removing the entire privately-funded streetscape.*

- Encourage GDOT to work with the City of Atlanta to ensure that roads are milled prior to repaving.

### **Environment, Infrastructure, and Facilities Projects**

- Mill street and replace and/or reset curbs along the corridor. (MT-1, MT-2, MT-3, MT-21)

*Consistent along urban arterials is that when the road is resurfaced, the new paving is placed on the current riding surface. After repeated resurfacing, the newer asphalt layers can encroach into the gutter. The result problem is that storm water run-off does not drain properly and areas of flooding can occur. To address this condition, when Moreland is next programmed for resurfacing, milling the current asphaltic layers should be built into the construction procedures.*

- Establish a pocket park in the Reynoldstown neighborhood at 210 and 214 Flat Shoals Avenue. (MO-10, MO-11)
- Establish a pocket park in the Reynoldstown neighborhood at 1129 Memorial Drive and the property behind it. (MO-12, MO-14)
- Rebuild the plaza at Moreland Avenue and Euclid/McLendon Avenues to increase visibility into it. (MO-9)





*Style notwithstanding, buildings that front the street with blank walls, such as these, are not acceptable on Moreland Avenue*



*The shoe factory within the Edgewood Retail District*

## Urban Design & Historic Resources

Building on land use and other policy recommendations, urban design and historic resources policies are intended to preserve and enhance Moreland Avenue's sense of place while creating spaces that encourage human interaction and promote community identity. More specifically, goals include identifying and preserving historic resources and utilizing redevelopment to mend the urban fabric.

### ***Urban Design and Historic Resource Policies***

- Work with property owners to designate the following buildings as Landmark Buildings under the City's Historic and Cultural Conservation Districts ordinance: ( MO-3)
  - Carnegie Library
  - Bass Recreation Center building and fields, but not peripheral areas such as the lots on Austin Avenue
  - "Academy" at 368 Moreland Avenue
  - Bass High School Lofts
  - "Shoe factory" in the Edgewood Retail District
- Support variations of zoning open space requirements for buildings over 50 years old to support their reuse.
- Prohibit EIFS (fake stucco) along the first three floors of street-facing facades.
- Require new development to utilize the basic urban design standards contained in the *City of Atlanta Urban Design Policy* and codified in the *Quality of Life Zoning Districts*.
- Provide a knee wall, fence, hedge or curb at the back of the required sidewalk in residential areas to provide a boundary between the public and private realms.
- Provide buildings that create a pleasant scale by requiring buildings to define the public street, like walls define a room and ensuring that balconies, porches, etc. provide articulation but do not destroy the delineation of the street.
- Ensure that buildings in commercial and mixed-use areas:
  - Provide roofs that appear primarily horizontal from the street by utilizing a parapet wall, or the like.
  - Provide continuous storefronts along the sidewalk.
  - Prohibit parking lots adjacent to the street.
  - Do not use clapboard, vinyl or hardiplank siding.
  - Line up to form a continuous line of buildings.